

ORDER

**WOOD**

Orders

Order / Rev: 212903

Alt Order #: 6861349

Product Desc: order

Estimate: C08B

Flight Dates: 10/08/12 - 10/14/12

Original Date / Rev: 10/05/12 / 10/05/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency

Name: Smart Media Group

Buying Contact:

Billing Contact:

814 King Street

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: POL/Detroit International Bridge

Demographic: A35+

Product Codes: PL2

Priority: P3

Revenue Codes: AGY, POL, POL-ISS

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	16	\$8,875.00	\$7,543.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$8,875.00	\$7,543.75	0.00
Totals	16	\$8,875.00	\$7,543.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	19%	\$8,875.00
Market	100%	\$46,710.53

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$1,401.32
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	5%	\$2,335.53
WTLJ	0%	\$0.00
WWMT	37%	\$17,282.89
WXMI	8%	\$3,736.84
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	28%	\$13,078.95

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/09/12	10/09/12	M-F 11a-12p eightWest	CM	11a-12p	-T-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
EIGHT WEST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----			1			\$125.00		0.00			
E 2	WOOD	10/11/12	10/11/12		CM	11a-12p	---T---	:30	1	\$125.00	P3	0.00	NM	1	\$125.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11a-12p eightWest											
				EIGHT WEST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$125.00		0.00				
E 3	WOOD	10/08/12	10/08/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$650.00		0.00				
E 4	WOOD	10/09/12	10/09/12	Noon News News 8 @ Noon	CM	12-1p	-T-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$650.00		0.00				
E 5	WOOD	10/10/12	10/10/12	Noon News News 8 @ Noon	CM	12-1p	--W----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$650.00		0.00				
E 6	WOOD	10/11/12	10/11/12	Noon News News 8 @ Noon	CM	12-1p	---T---	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$650.00		0.00				
E 7	WOOD	10/12/12	10/12/12	Noon News News 8 @ Noon	CM	12-1p	----F--	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$650.00		0.00				
E 8	WOOD	10/08/12	10/08/12	5am Daybreak 5am Daybreak	CM	5a-6am	M-----	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$325.00		0.00				
E 9	WOOD	10/09/12	10/09/12	5am Daybreak 5am Daybreak	CM	5a-6am	-T-----	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$325.00		0.00				
E 10	WOOD	10/10/12	10/10/12	5am Daybreak 5am Daybreak	CM	5a-6am	--W----	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$325.00		0.00				
E 11	WOOD	10/11/12	10/11/12	5am Daybreak 5am Daybreak	CM	5a-6am	---T---	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$325.00		0.00				
E 12	WOOD	10/12/12	10/12/12	5am Daybreak 5am Daybreak	CM	5a-6am	----F--	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$325.00		0.00				
E 13	WOOD	10/13/12	10/13/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$400.00		0.00				
E 14	WOOD	10/13/12	10/13/12		CM	658-8a	-----S-	:30	1	\$850.00	P3	0.00	NM	1	\$850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Daybreak Sat @7am											
				Daybreak Sat@7am											
NEWS 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$850.00			0.00			
E 15	WOOD	10/14/12	10/14/12	Sun 6p News 8	CM	6-7p	-----S	:30	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
				Sun News 8 @6p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$1,600.00			0.00			
E 16	WOOD	10/14/12	10/14/12	FB Night in Amer Pre Ga	CM	7-8P	-----S	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
				Football Night in America		(7:00 PM-8:00 PM)									
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$900.00			0.00			
													Totals	16	\$8,875.00